

What is claimed is:

1 1. A method of providing an identification of a broadcast piece of information to a
2 person receiving the broadcast, said method comprising the steps of:

3 (a) on a first receiver, receiving the broadcast;

4 (b) sending a first message describing the piece of information to a centralized
5 information identification location having a data base storing data for identifying pieces of
6 information;

7 (c) at the centralized information identification location, comparing the first message with
8 pieces of information stored in the data base; and

9 (d) identifying the piece of information on the basis of the comparison.

1 2. A method as claimed in claim 1, wherein step (b) comprises activating a telephone
2 to send the first message.

1 3. A method as claimed in claim 1, wherein step (b) comprises sending an electronic
2 mail message.

1 4. A method as claimed in claim 1, wherein step (b) comprises sending a first message
2 describing the piece of information and identifying a receiving location; and wherein said method
3 further comprises:

4 (e) sending to the identified receiving location a second message including the
5 identification of the musical piece.

1 5. A method as claimed in claim 4, wherein step (e) comprises activating a telephone
2 to send the second message.

1 6. A method as claimed in claim 4, wherein step (e) comprises sending an electronic
2 mail message.

1 7. A method as claimed in claim 4, wherein step (e) includes providing additional
2 information about the piece of information.

1 8. A method as claimed in claim 1, wherein step (b) comprises making a recording of
2 at least a portion of the piece of information, activating a telephone to place a call to the
3 centralized information identification location, and playing the recording so as to send the portion
4 of the piece of information to the centralized information identification location.

1 9. A method as claimed in claim 8, wherein step (c) comprises comparing the piece of
2 information with pieces of information stored in the data base.

1 10. A method as claimed in claim 1, wherein step (b) comprises activating a telephone
2 to place a call to the centralized information identification location while the broadcast station is
3 broadcasting the piece of information so as to send at least a portion of the piece of information to
4 the centralized information identification location.

1 11. A method as claimed in claim 10, wherein step (c) comprises comparing the piece
2 of information with pieces of information stored in the data base.

1 12. A method as claimed in claim 1, wherein step (b) comprises activating a telephone
2 to place a call to the centralized information identification location, and identifying a broadcasting
3 station that is broadcasting the piece of information and the time that the broadcast station
4 broadcast the piece of information.

1 13. A method as claimed in claim 12, wherein step (c) comprises interrogating a play
2 list stored in the data base for the identified broadcasting station.

1 14. A method as claimed in claim 1, wherein step (b) comprises activating a telephone
2 to place a call to the centralized information identification location while a broadcasting station is
3 broadcasting the piece of information, and identifying the broadcasting station; and step (c)
4 comprises tuning a second radio receiver to the identified broadcasting station, receiving the
5 broadcast, and comparing the piece of information with pieces of information stored in the data
6 base.

1 15. A method as claimed in claim 1, wherein step (b) comprises sending a message
2 describing the piece of information and ordering a copy of the piece of information; and wherein
3 said method further comprises the step of:

4 (e) sending an order for the piece of information to an order shipping center.

1 16. A method as claimed in claim 1, wherein the piece of information is a video piece.

1 17. A method as claimed in claim 1, wherein the piece of information is a audio piece.

1 18. A method as claimed in claim 17, wherein the piece of information is a musical
2 piece.

1 19. A method as claimed in claim 18, wherein step (e) includes providing additional
2 information about the musical piece.

1 20. A method as claimed in claim 19, wherein the additional information includes the
2 composer of the musical piece.

1 21. A system for providing an identification of a broadcast piece of information to a
2 person receiving the broadcast, said system comprising:

3 a receiver for receiving the broadcast and providing a signal reproducing the piece of
4 information;

5 first message transmitting means for transmitting a first message describing the piece of
6 information; and

7 a centralized information identification location, including:

8 means for receiving the first message;
9 a data base storing data for identifying pieces of information broadcast by a
10 plurality of broadcasting stations; and
11 an information identification unit responsive to the description of the piece of
12 information in the received first message for locating data in said data base identifying the piece of
13 information.

1 22. A system as claimed in claim 21, wherein said first message transmitting means
2 comprises a telephone.

1 23. A system as claimed in claim 21, wherein said first message transmitting means
2 comprises an electronic mail terminal.

1 24. A system as claimed in claim 21, wherein said first message transmitting means
2 transmits a message describing the piece of information and identifying a receiving location to
3 which identification of the piece of information is to be sent; and said system further comprises:
4 second message transmitting means for transmitting to the identified location a
5 second message identifying the piece of information.

1 25. A system as claimed in claim 24, wherein said second message transmitting means
2 comprises a telephone.

1 26. A system as claimed in claim 24, wherein said second message transmitting means
2 comprises an electronic mail terminal.

1 27. A system as claimed in claim 21, wherein said first message transmitting means is
2 electrically coupled to said receiver to transmit the piece of information as it is received by said
3 receiver.

1 28. A system as claimed in claim 21, wherein said first message transmitting means is
2 acoustically coupled to said receiver to transmit the piece of information as it is received by said
3 receiver.

1 29. A system as claimed in claim 21, further comprising a recorder electrically coupled
2 to said receiver for recording the piece of information.

1 30. A system as claimed in claim 29, wherein said first message transmitting means is
2 electrically coupled to said recorder to transmit the piece of information as the piece of
3 information is played back by the recorder.

1 31. A system as claimed in claim 29, wherein said first transmitting means is
2 acoustically coupled to said recorder to transmit the piece of information as the piece of
3 information is played back by the recorder.

1 32. A system as claimed in claim 21, wherein said first transmitting means transmits at
2 least a portion of the piece of information.

1 33. A system as claimed in claim 32, wherein said information identification unit
2 compares the portion of the piece of information with data stored in said data base.

1 34. A system as claimed in claim 21, wherein said first transmitting means transmits an
2 identification of the broadcasting station and the time the broadcasting station broadcast the piece
3 of information.

1 35. A system as claimed in claim 34, wherein said information identification unit
2 compares the time the identified broadcasting station played the piece of information with a play
3 list for the identified broadcasting station to identify the piece of information.

1 36. A system as claimed in claim 21, wherein said music identification unit responds to
2 identification of a broadcasting station then playing the piece of information by tuning a second
3 receiver to the identified broadcasting station to receive at least a portion of the piece of
4 information, and comparing the received portion with data stored in the data base.

1 37. A system as claimed in claim 21, wherein said first message transmitting means
2 comprises a cellular telephone.

1 38. A system as claimed in claim 37, wherein said telephone comprises a cellular
2 telephone.

1 39. A system as claimed in claim 21, wherein said first message transmitting means
2 comprises an electronic mail terminal.

1 40 A system as claimed in claim 21, wherein said second message transmitting means
2 comprises a telephone.

1 41. A system as claimed in claim 21, wherein said second message transmitting means
2 comprises an electronic mail terminal.

1 42. A system as claimed in claim 21, further comprising means for sending an order for
2 a copy of the piece of information to an order shipping center.

1 43. A system as claimed in claim 21, wherein said receiver comprises a radio receiver.

1 44. A system as claimed in claim 21, wherein said receiver comprises a television
2 receiver.

1 45. A method of providing an identification of a musical piece to a person listening to
2 a radio station which is playing the musical piece, said method comprising the steps of:

- 3 (a) providing a data base storing data for identifying musical pieces;
- 4 (b) receiving a telephone message describing the musical piece and identifying a receiving
- 5 location to which identification of the musical piece is to be sent;
- 6 (c) interrogating the data base to identify the musical piece; and
- 7 (d) sending to the identified receiving location a message including the identification of
- 8 the musical piece.

1 46. A method as claimed in claim 45, wherein step (c) comprises comparing the

2 musical piece with musical pieces stored in the data base.

1 47. A method as claimed in claim 45, wherein step (b) comprises receiving a telephone

2 message including at least a portion of the musical piece; and step (c) comprises comparing the

3 musical piece with musical pieces stored in the data base.

1 48. A method as claimed in claim 45, wherein step (b) comprises receiving a telephone

2 message identifying the radio station and the time that the radio station played the musical piece;

3 and step (c) comprises interrogating a play list stored in the data base for the identified radio

4 station.

1 49. A method as claimed in claim 45, wherein step (b) comprises receiving a telephone

2 message identifying the radio station while the radio station is playing the musical piece; and step

3 (c) comprises tuning a radio receiver to the identified radio station, receiving the radio broadcast,

4 and comparing the musical piece with musical pieces stored in the data base.

1 50. A method as claimed in claim 45, wherein step (d) comprises sending the message
2 to an identified telephone.

1 51. A method as claimed in claim 45, wherein step (d) comprises sending the message
2 to an identified electronic mail address.

1 52. A method as claimed in claim 45, wherein step (b) includes receiving a telephone
2 message ordering a copy of the musical piece; and said method further comprises the step of:
3 (e) sending an order for the musical piece to an order shipping center.

1 53. A system for providing an identification of a musical piece to a person listening to
2 a radio station which is playing the musical piece in a radio broadcast, said system comprising:
3 a first telephone for receiving a message describing a musical piece that has been
4 played in a radio broadcast on a radio station, and identifying a receiving location to which
5 identification of the musical piece is to be sent;
6 a data base storing data for identifying musical pieces played by a plurality of radio
7 stations;
8 a music identification unit responsive to the description of the musical piece in the
9 received telephone message for locating data in said data base identifying the musical piece; and

10 means for transmitting to the identified receiving location a message identifying the
11 musical piece.

1 54. A system as claimed in claim 53, wherein said music identification unit compares
2 the musical piece with data stored in said data base.

1 55. A system as claimed in claim 53, wherein said music identification unit compares
2 the time an identified radio station played the musical piece with a play list for the identified radio
3 station to identify the musical piece.

1 56. A system as claimed in claim 53, wherein said music identification unit is
2 responsive to identification of a radio station then playing the musical piece for tuning a radio
3 receiver to the identified radio station to receive at least a portion of the musical piece and
4 comparing the received portion with musical pieces stored in the data base.

1 57. A system as claimed in claim 53, wherein said transmitting means comprises a
2 second telephone.

1 58. A system as claimed in claim 53, wherein said transmitting means comprises means
2 for transmitting the message by electronic mail.

1 59. A system as claimed in claim 53, further comprising means for sending an order for

